

Course Syllabus: Principles of Advertising (ADV3008.0009)

James Baer

Weekdays Summer A Period 3, 11:00-12:15

FLG 0210

Text:

Required: Moriarty, Mitchell, Wells. © 2012, **Advertising: Principles and Practice**, 9/E
ISBN-10: 0132163640 | ISBN-13: 9780132163644
eTextbook: <http://tinyurl.com/adv3008text>

Recommended but not required: **Principles of Advertising Course-pack**
(Available at Midtown Target Copy)

Instructor:

James Baer

Email: jamespbaer@ufl.edu

Phone: (352) 294-1596

Office: WEIM 2093 by appointment

Course Overview:

This class is designed to explain advertising and its role in society and business. All aspects of advertising may be covered. By the end of the class you will be able to understand how an advertising campaign is created, from the creative end to choosing the media. You will also know how to measure the success of advertising.

Course Objectives:

- Identify advertising vs. other forms of marketing & business communication
- Understand how advertising must work with other communication (PR, brand communication)
- Understand how advertising must work with the business concepts of marketing and sales
- Understand the general principles of how advertising campaigns work
- Understand how the creative of advertising works
- Understand audiences and their identification, segmentation and targeting
- Understand advertising's impact on society, and society's impact on advertising
- Identify advertising mediums, both traditional, new, and experimental

Grading

100pts Exam 1

100pts Exam 2

100pts Exam 3

100pts Group Activities & Discussions

400pts Total

I will use the following scale when determining your final letter grade*:

I will use the following scale when determining your final letter grade*:

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
95-100	90-94	86-89	83-85	80-82	76-79	73-75	70-72	66-69	63-65	60-62	0-59

UF Grading Policies:

Grading policies can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx#grades>

Grades are not negotiable unless I've made an error in calculation.

UF Honor Policy, Academic Dishonesty, Cheating, Plagiarism...

Don't risk your future. Don't cheat, and don't do anything that could be construed as cheating. I have a low tolerance for it, as does the university. Anyone suspected of cheating will be referred to the Student Honor Council. (More information: <http://www.dso.ufl.edu/studentguide/studentrights.php>)

Attendance

Daily attendance will not be taken. That does not mean that you shouldn't attend class. It is incumbent upon students to make every effort to attend and participate in class. Students are permitted two "personal days" to excuse them from unannounced quizzes or group work with no questions asked. If you cannot make a class for whatever reason and you want to use an unexcused absence, you must email the professor BEFORE class starts. You will be required to make up the quiz or group work within one week.

Group Work

There will be four group activities throughout the semester. These activities will involve discussion and ideas or practical application of class topics. These sessions will not be announced ahead of time. Students found to be writing in other student names on attendance sheets may be considered in violation of the academic honesty policy. Students will evaluate group members and 20 points of your group grade will be based on those evaluations.

Extra Credit

As a top research university, University of Florida faculty and graduate students are always conducting research. The College of Journalism and Mass Communications is no different. Throughout the semester you will be presented opportunities to participate in such experiences that offer a different opportunity to understand concepts covered in this course. Students can earn 3 points for every survey taken and 5 points for out-of-class experiments. -Participation is optional and is neither required nor expected. Most will get posted to Sakai announcements and there may not be any additional notice. Students who want those opportunities should check Sakai regularly. **Extra credit of this type cannot be used to get higher than an A-** and is capped at 40 points. Other extra credit which is based on the content of the course will be offered irregularly and can be used to push your grade to an A.

Reading

Reading will be assigned from the textbook as well as additional (usually online) sources. Students are expected to read ahead and as assigned. Just because the instructor doesn't mention the reading doesn't mean that you're not expected to read. Additionally, material in the book may not be covered in the class. It is incumbent upon the student to know the material regardless. Students are expected to bring questions from the reading to class, especially when the book and the professor may disagree.

Assignments

If and when assigned, assignments due on any days that class is in session are due at the beginning of class. There will be a folder in the front of the class. Students are expected to place their paper/assignment/whatever in or on that folder. The folder will be removed shortly after class starts. No late assignments will be accepted. Do not skip or arrive late to class to work on a paper. Items due when class is not in session are to be placed in my hand or mailbox (2nd floor of Weimer Hall) by 4:00pm that day.

Discussions

While participation in discussion is not an explicitly graded component of this course, you are encouraged to participate. There are times when the book is wrong and I am not aware of it, there are times when I can be wrong as well. I encourage **researched** and **polite** rebuttals to any arguments (mine, the book's, fellow students) discussed in class.

Exams:

There will be three exams in class. They are "anything goes" in terms of content. It could be from the text, or from lectures. You must bring your student ID to all exams. Students who have 375 content-based points will receive an automatic 100 points on the final and an A in the course. We will use the class before each exam to review material. Exams missed without a university-sanctioned excuse or prior written arrangements with the professor will be penalized 50 percent. Makeup exams may be harder.

Exam 1: **May 24** Exam 2: **June 6** Exam 3: **June 20**

Additional Policies:

Cell Phones & Mobile Devices:

Generally, all devices should be silenced during class. Texting during class will not be tolerated. During tests and exams, any hint that you have a mobile device powered on suggests to me that you are cheating, you will be asked to leave and receive a failing grade for that exercise. By "hint" I mean seeing or hearing a phone, a vibrating phone in your bag counts. This policy is in place both to reduce dishonesty as well as to ensure that there are no distractions for the rest of the class during exams. If you must bring your phone to a test, turn it off, pull the battery out or be VERY sure that it can't be heard. Quiz and test questions are all pretested. Some are designed to be difficult and subjective. Correct answers are not negotiable.

Laptops:

Using laptops or iPads for note taking or in-class searches is acceptable and encouraged so long as it's not distracting. Please mute all sounds. I may request that you not use your laptop if I feel you're surfing or chatting online and not actually taking notes. I reserve the right to modify this policy if it gets out of control.

Recording:

I have no objections to students recording class meetings. Please be discreet as this may make some of your classmates uncomfortable.

Office Hours

My office hours are posted as above, but I am on campus often, if not in my office for much more than that time. Students are encouraged to check in before stopping by and/or make appointments however. If you do happen to see me, it means I'm available to and you are more than welcome to pop in for questions or to talk about advertising or anything else you think I might be able to help you with. Students are encouraged to use email to contact me. The number above is my mobile, so please be respectful when texting or calling at odd hours. Calls or texts late at night may not be returned. The BEST way for students to reach me is with the UF email listed above.

Assignments and papers

All writing done for class should be in AP (newspaper) style. Sources, references and citations should be in APA style. No assignments will be accepted via Sakai or E-mail unless specifically stated. All work is to be submitted as a hard-copy/printout.

Academic Accommodations:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

** Subject to change. The professor will notify students of any changes. Generally, changes are to you and your grade's benefit.*

*** Students may be exempt as mentioned above.*